

食農

Table

Food &  
Agriculture

日本酒  
Japanese sake



Local Sake Specialty Store Kanese Shoten  
"Niigata Sake Mastery Test" Gold Master  
With commentary by Yukinaga Wada



Kawachu Shuzo ( Nagaoka City,  
Niigata Prefecture )

## 「Soutenbo Junmai Ginjo Takanenishiki」

This sake is made at Kawachu Brewery in Mishima, near Kanese Shoten Yoitto Store, and uses Takane-nishiki as the raw material rice. 30 to 40 years ago, this rice was often used, but now it is not used very often. However, breweries who know the quality of Takanenishiki still use it today. Niigata's sake is known for clean and crisp taste, but Kawachu Shuzo has always been trying to make the best use of the brewery's unique originality and to develop the "clean yet sweet" flavor, which is refreshing and has strong aromatic flavors. This sake is widely purchased both within and outside of the prefecture.



For more information about  
Kawachu Shuzo, please visit  
<http://www.soutenbou.jp/>

Local Sake Specialty Store  
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Nakagawa Shuzo ( Nagaoka City,  
Niigata Prefecture )

## 「Koshinohakugan Junmai Ginjo Hiyaoroshi」

This sake is made 100% from Koshitanrei, a new sake rice that Niigata Prefecture has been refining for 16 years.. Using Koshitanrei sake rice keeps the traditional tastes of Niigata sake and even adds the good flavor of the rice. "Hiyaoroshi" represents the unique brewing procedure that is first brewed as new sake in January and left in the tank to cool down in the fall. This is why the sake has a strong flavor and matches well with Japanese traditional dishes in fall.



For more information about  
Nakagawa Shuzo, please visit  
<https://www.koshinohakugan.com/>



Musashino Shuzo ( Joetsu City,  
Niigata Prefecture )

## 「Ski Masamune Kawasemi Label」

This is a sake brand called "Ski Masamune" made by Musashino Shuzo, Co. in Takada, Joetsu City, Niigata prefecture.

The label is made of a special kind of material, kingfisher. This sake product is made by the collaboration between Kanese Shoten in Nagaoka City and Miyakoya, a local sake brewery in Niigata City. Also, the label is custom-made by a professional designer.

There are many reasons for selling this sake, but one of them is that Mr.Ogihara, who is the master brewer at Musashino Shuzo, and I were classmates in junior high school, and we wanted to do some



thing together. As for the taste, it has a sharpness that is typical of Niigata sake, but it also has a clear taste with a refreshing acidity that makes you feel like you are biting into a whole orange. Just like the label, it can be served with a variety of dishes or it can be enjoyed by itself with friends. Please enjoy.

### Rice, Sake, People...

Musashino Shuzo, Co. brews sake with the local resources of the from egiion.

The brewery has been brewing sake since the Taisho era (1912—1926) in Joetsu City, Niigata Prefecture. With a strong commitment to the local community, sake is crafted from local resources from brewers to sake rice and charging water. The brand name "Ski Masamune" is a rather rare brand name in katakana. Using mainly "Gohyaku-mangoku," a high-quality sake rice born in Niigata, the brewery produces a wide range of sake from ordinary sake to Daiginjo sake that is not too clean and has a good flavor.

The Kawasemi label is the sake crafted after many challenges in productions.

We hope you enjoy greatpotential of sake.



For more information about Musashino Shuzo, please visit <https://www.musashino-shuzo.com/>



Ryosuke Ogihara,  
Toji, Musashino Shuzo Co.

This year, we built a new brewery and decided to take on a variety of challenges, so we made a lot of different kinds of sake with different flavors. We thought that sour sake would be popular these days, so we manufactured it and sold it, but we received quite a lot of returns from customers who knew our existing "Asaichi Shibori" sake and complained that they couldn't drink something so sour. On the other hand, there were some people who really liked the unique sourness, and one of them was Mr. Kikuguchi, the owner of Kanese Shoten. The current Kawasemi Label is a product that we are still in the process of developing through repeated trial and error while talking with Mr. Kikuguchi of Kanese Shoten and his classmate, Mr. Wada.

# Interview with the owner of Kanese Shoten, a local sake specialty store: What is attractive about Japanese sake?

Located in Yoita-machi, Nagaoka City, Niigata Prefecture, "Local Sake Specialty Store Kanese Shoten" sells not only local sake from Nagaoka City but also sake from all over Japan.

We asked Mr. Yasuhiro Kikuguchi, the fourth-generation owner of the store, what is attractive about Japanese sake.

– Do you like sake?

I love sake. I drink it almost everyday.

– What are the characteristics of Niigata's sake?

I can say that the characteristics of Niigata sake does not interfere with fish or many dishes and the high quality of sake makes you still feel refreshed the next morning.

– Japanese sake and non-Japanese food

Sake goes well with Italian and French cuisines, and many different kinds of sake are being developed. We are increasingly exporting sake, and I feel that it is getting popular internationally. During my overseas business trips, I found that there were many different types of seasonings, and sake pairs well with many of them. The consumption of Japanese food has increased overseas and sake has a healthy reputation.



Mr. Yasuhiro Kikuguchi,  
owner of Kanese Shoten,  
a store specializing in local sake

Please visit our website to purchase sake at <https://www.kanese.com/>

He also shares and posts on social media as well, so it would be great if you could check them out from there as well.



– What can we do to make sake more famous?

I think it would be interesting to see a cocktail bar specializing in sake. I hope that restaurants, retailers, liquor stores, and farmers can support each other to continue the momentum and growth in the sake industry.

– The future of sake

The number of young sake brewers is increasing, and they make sake that have more variations in tastes. I hope that this trend will accelerate.

You can purchase sake from our website. Also, if you come to the store, you will find our staff member Wada, who is a "Gold Master" in the Niigata Prefecture Sake Certification Test, and he will tell you fun facts about sake. I hope that many people will try some sake and get to know the greatness of it.

## ■ Store Information



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Kanese Shoten,  
Musashino Shuzo Co.

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